



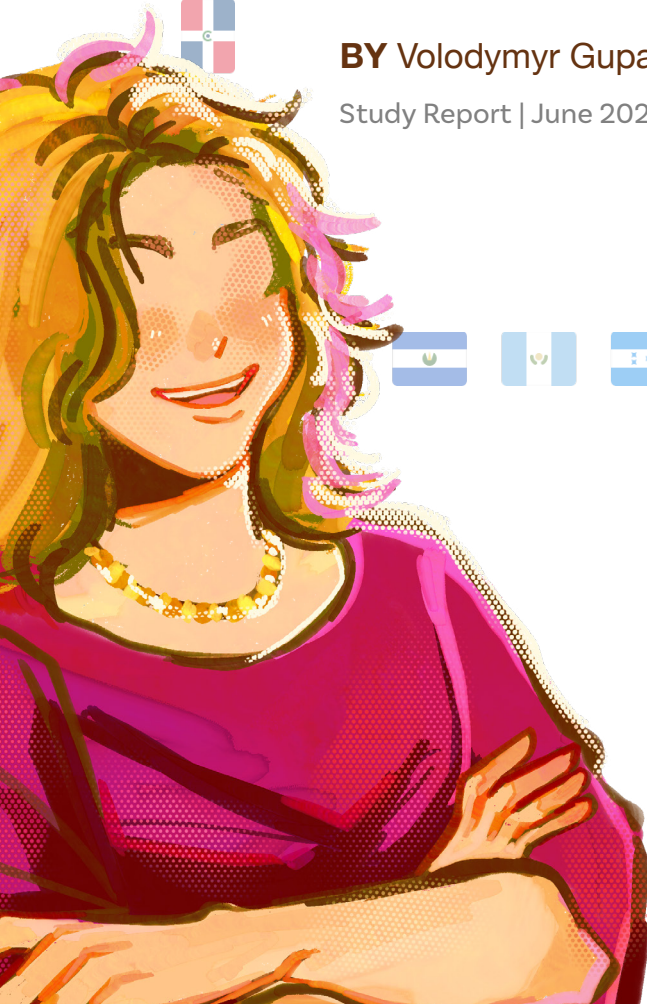
# Pueblo informado es comunidad empoderada

## Education is Vital to Empower the Community:

A Report on the Impact of *El Show de Analeh's*  
Civic Education Program, 2022-2024

**BY** Volodymyr Gupan & Charles R. Venator-Santiago

Study Report | June 2025



## About this *Report*

This report summarizes some of the key findings of a study designed to examine the impact of *El Show de Analeh*, a Spanish language variety show that airs on Saturday mornings in Univision, on civic education and engagement between 2022 and 2024. The study draws on a survey of Latinos in the Greater Hartford region, six focus groups, and the production of shows during this period. The study concludes that *El Show de Analeh* has a positive impact on the civic education and action of its viewers.

## About the *Authors*

Charles R. Venator-Santiago ([charles.venator@uconn.edu](mailto:charles.venator@uconn.edu)) is the director of the Puerto Rican Studies Initiative (UConnPRSI). Volodymyr J. Gupan ([volodymyr.gupan@uconn.edu](mailto:volodymyr.gupan@uconn.edu)) is a policy analyst and research assistant for the University of Connecticut's Puerto Rican Studies Initiative.

## Introduction

Ana Alfaro is well known as the producer and host of *El Show de Analeh*, a weekly program on the Univision Network and UniMas. Ana describes El Show as “a dream production turned into a successful reality.” Since 2007 the program has informed and entertained the diverse Latino community in Connecticut and Western Massachusetts. It airs Saturdays at 11:00 on Univision’s local channels. The show’s partnership with Capital Community College and Univision allows the production team to share its creativity, passion, and vision for the empowerment and engagement of the community through the art of television.

*El Show de Analeh*, is an innovative half-hour Spanish language television talk show that informs, empowers and entertains the dynamic and diverse Latino community with programming that highlights and focuses on issues facing all Latinos today! This is a trusted source of information for the Greater Hartford area and beyond.

### **The show seeks to:**

1. Represent the diverse and changing population, especially the Latino community as a role model for inclusivity
2. Educate and empower for change
3. Engage organizations and citizens of all ages to participate in their community
4. Pave the Way for Latino Youth in TV/Media Communications – Abriendo Caminos Para la Juventud Latina en los Medios de Comunicación.

**The Hartford Foundation for Public Giving** awarded a three year grant (2022-2024) to The San Juan Center and Capital Community College to produce *El Show de Analeh* with a focus on programs designed to promote civic education and engagement among Latinos in Connecticut.

A central goal of this grant was to build on a civic engagement series produced and disseminated in 2017-2018 that focused on citizen participation in politics and government. **The project sought to:**

1. Produce a continuing *El Show de Analeh* series on public policy, voting and community action topics directly impacting the Latino community in Greater Hartford;
2. Involve Capital Community College's (CCC) Liberal Arts Action Lab in programming and dialogues;
3. Engage students from CCC and Trinity College in research on neighborhood and quality of life issues in the city;
4. Broadly disseminate the series on civic engagement through broadcasts, social media and interactive forums (in person and remote);

5. Recruit a cohort of student leader interns to organize campus and community engagement and promote engagement of peers in citizenship activities as well as production interns for the series.

As part of the Hartford Foundation for Public Giving grant, we were asked to evaluate the impact of *El Show de Analeh*'s impact on civic education and engagement among Latinos in the Greater Hartford Region. We drew on at least three key sources of data.

We conducted six focus groups, including a focus group of community leaders, a focus group of students, two focus groups of seniors, and a focus group of members of the community. We conducted a survey of 412 Latino Adults in the Greater Hartford Region. And Charles R. Venator-Santiago collaborated with the recipients of the grant, including Ana Alfaro and Rose Fonseca (*El Show de Analeh*), Fernando Betancourt (The San Juan Center), and John H. McNamara (Capital Community College) to organize, develop and participate in the production of various episodes during the three-year period.

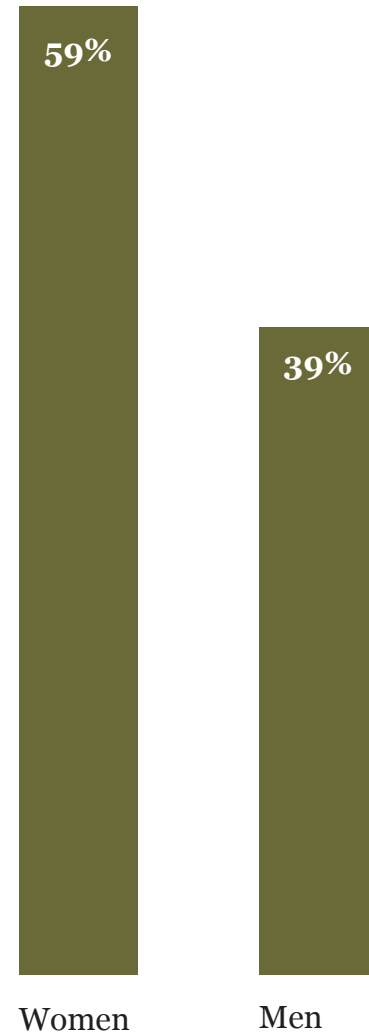
This report incorporates the information gathered in this process.

## Demographic Profile of Respondents

Demographic data for this study was limited to gender, town of residence (limited to the Greater Hartford Region), age, and nationality. Unfortunately, one of the challenges of working with Latinos in Connecticut is that although Latinos account for about a fifth (18.6%) of the population of the state, the numbers of Latino residents of many towns in the Greater Hartford Region is fairly small. This poses a challenge when attempting to survey Latinos in the Greater Hartford Region. Thus, our sample contains some over representations of respondents. Notwithstanding, we found that the answers to the survey and the focus groups provided fairly consistent answers.

In 2023, United States Census Bureau (U.S. Census) estimated that men accounted for 49.1% and women for 50.9% of the total population of the state of Connecticut. At the higher end, the U.S. Census also estimated that Latinos (including Puerto Ricans) accounted for as high as 18.6% of the total population of the state. The Latino population of the state was fairly equally divided between men (49.8%) and women (50.2%).<sup>1</sup>

Figure 1. Gender of Respondents



<sup>1</sup> We rely on data from multiple sources of the U.S. Census Bureau. With some exceptions, we are using 1-Year American Community (ACS) collected for 2023 (the latest available) in form S0201.

The *El Show de Analeh* survey was limited to towns in the Greater Hartford Region. As Figure 2 notes, a majority of respondents resided in the city of Hartford (46%) followed by East Hartford (10%), and Manchester (8%), West Hartford (6%), and Newington (5%). Although all focus groups were conducted in the city of Hartford, a small number of participants that joined the focus groups came from surrounding towns.

More than half of the respondents were younger than 34 years old or 29% between the ages of 18 and 24 and 30% between the ages of 25 and 34. Only about 22% of respondents were between the ages of 45 and 65+, the main viewing age profile of *El Show de Analeh*. These percentages are also higher than the corresponding population numbers for these age brackets. In contrast, only 1 out of the 6 focus groups was comprised of younger participants (18 to 24).

The majority of respondents identified as Puerto Ricans (59%) and only 17% identified as Latinos. Among Latinos, Dominicans accounted for 6% of respondents and Cubans for 5%. Respondents of other nationalities accounted for the remainder of the sample. Likewise, with the exception of a handful of participants (less than 10%), the majority of participants in the focus groups identified as Puerto Ricans.

Figure 2. Town of Respondents Residence

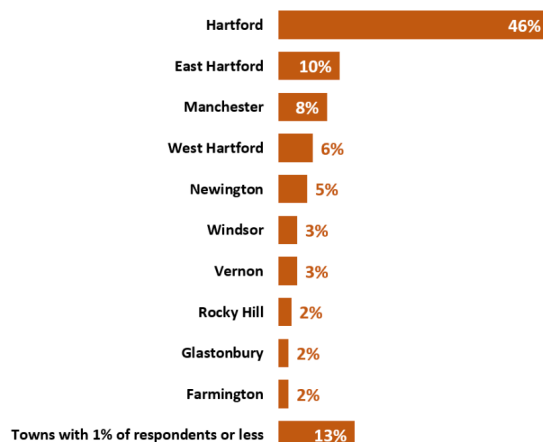


Figure 3. Age of Respondents

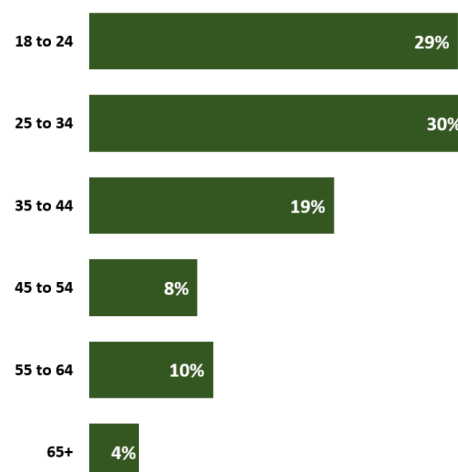
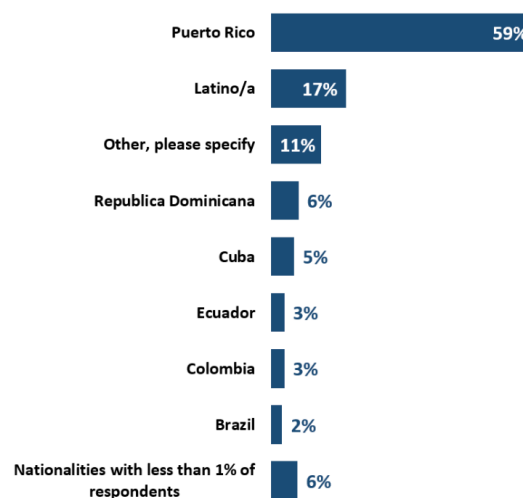


Figure 4. Nationality of Respondents

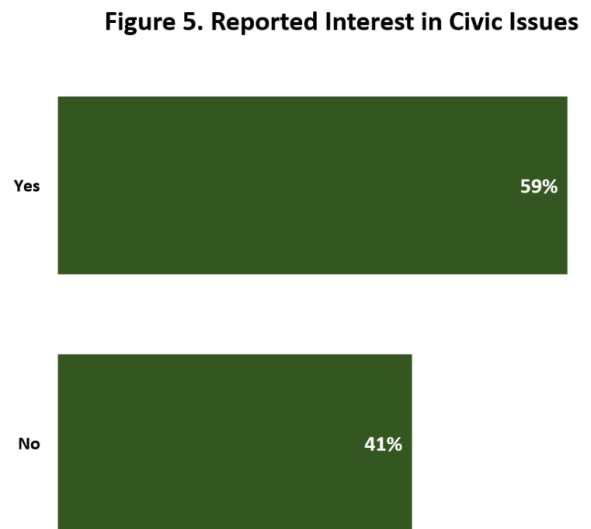


## Civic Engagement

Our study included both Latinos who did not watch *El Show de Analeh* and individuals who do. 338 respondents or about 82% indicated that they had not watched the show. We limited the collection of opinions of Latino residents of the Greater Hartford Region about civic engagement. This section includes opinions from all respondents.

Central to this section are questions trying to access Latinos' interests, knowledge, and ways of addressing civic issues that are important to them.

Almost six out of ten respondents indicated that they were interested in at least one civic issue in their community (see Figure 5).





Elder Latina women participants in a focus group comprised of regular viewers of *El Show de Analeh* (conducted in October 2024) consistently remarked that they were negatively impacted by then candidate Donald J. Trump’s support of misogynist policies targeting women’s bodily autonomy. Unlike participants in the other focus groups, the participants of the viewer’s focus group reported that they were galvanized around candidate Trump’s cultural wars.

Participants in the students’ focus group argued that most Latinos do not have a choice in deciding whether they were going to be interested in a civic issue. For example, a student remarked:

“

*And I think what you’re talking about is active engagement versus passive engagement. Because I would say, even people who aren’t actively engaging in politics, are still, like, politics are a part of your life, whether you actively participate or not. Like, if you pay rent, you know, like, that’s the result of policy, you know.*

*I mean, I remember reading some tweets like, oh, you don’t care about politics? Well, your landlord does. Your boss does. The bank that finances your house does. And in that way, you’re still participating, because these things are all the result of policy. And I would say even that lack of engagement is the direct result of policy.*

*I think Americans, we are kind of conditioned to be passive in regard to politics. Lewis and I were talking about this earlier. We are largely trained to be good consumers and not necessarily good citizens. We’re taught to think very individualistically, focus on individual achievement and success, and kind of be dismissive of our ability to work together.*

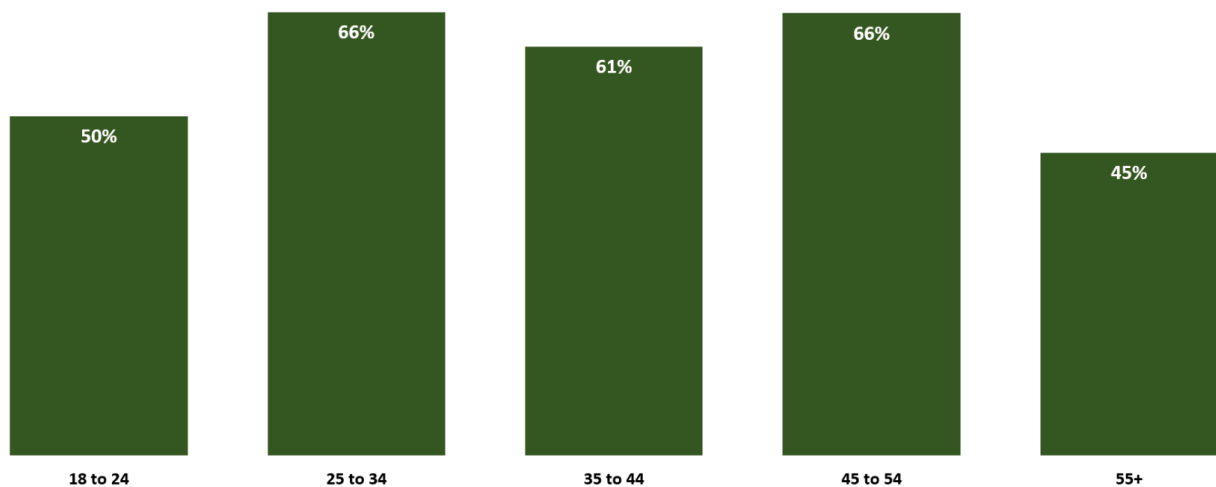
--(Participant in Students’ focus group).



Students, of course, are more likely to be exposed to civic issues in their classroom settings. What was interesting, however, is that they were also quite attuned to social issues that shape their everyday lives. Like civic leaders and seniors, Latino student participants were more likely to recognize the need for civic participation.

When we look at this question by age, 60% of survey respondents between the ages of 25 and 54 years old are likely to have an interest in some civic issues. In contrast, survey respondents between the ages of 18 and 24 as well as those older than 55 show considerably less interest in civic or community issues.

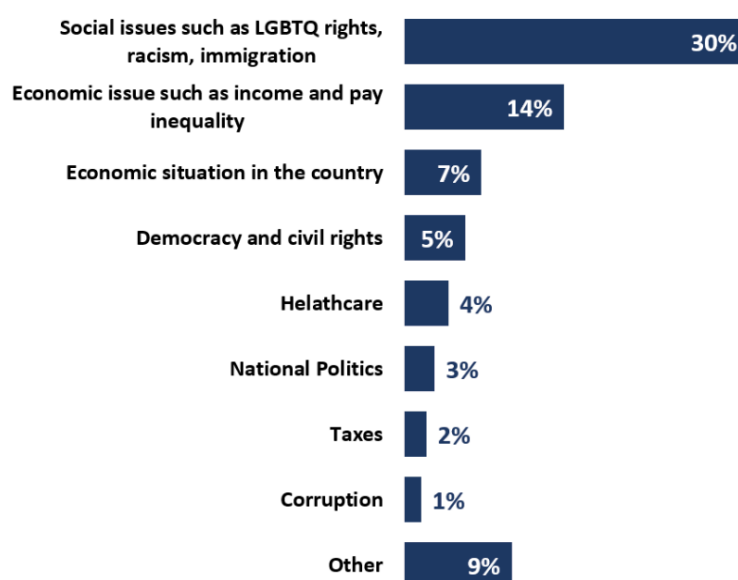
**Figure 6. Reported Interest in Civic Issues by Age**



In contrast, some participants in the students' focus group were noted that their experience in college exposed them to many civic issues. In some instances, several participants were clear that their economic/class needs made them aware of key civic issues. In some cases, participating in protests made them aware of important civic issues.

When asked what were the key civic issues that were important, almost a third (30%) of respondents identified social issues like LGBTQ rights, racism, and xenophobia/immigration as their key concerns. Economic concerns were secondary (14+%). Stated differently, the *El Show de Analeh* survey responses suggest that cultural or social rights are a primary civic concern of Latinos over economic issues in the Greater Hartford Region.

**Figure 7. Civic Issues & Themes Reported by Respondents**

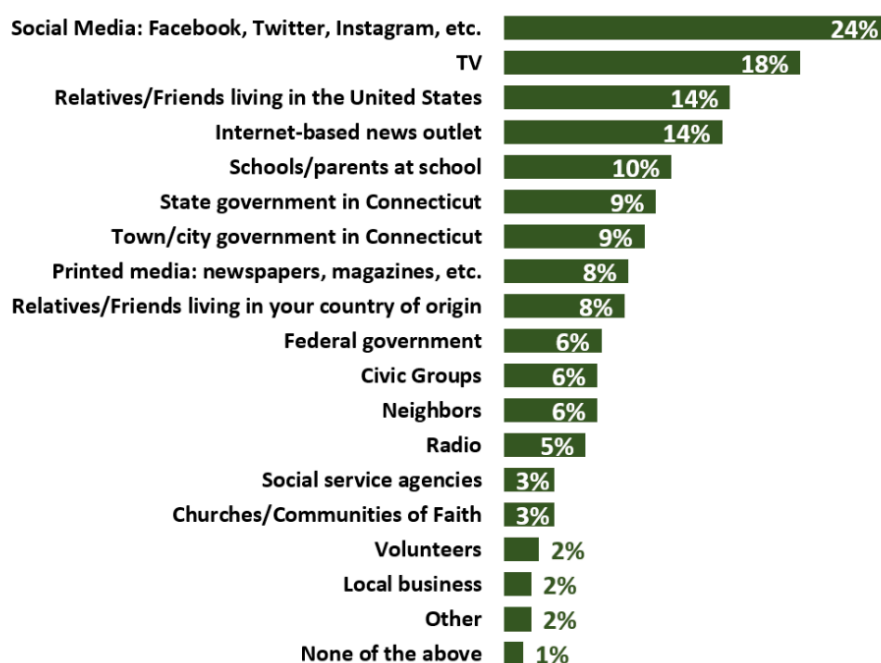


In contrast, some participants in the focus group of civic leaders suggested that the economic or materials conditions of Latinos are tied to questions of rights. One participant suggested that Latino parents are often “working two or three jobs” and they (or their children) may experience instances of discrimination that they are unable to address. Rather than considering the material conditions of parents, some civic leaders suggest that administrators are likely to rely on racist explanations for the lack of civic engagement of Latino parents.

Both the survey and focus groups suggest that Latinos in the Greater Hartford Region rely on a hierarchy of sources of information on civic issues. Figure 8 suggests that most Latinos rely on virtual sources of information starting with social media (24%) and internet based news outlets (14%). This is followed by more traditional sources of media like television (18%), print media (8%) and radio (5%).

Informal sources of information about civic issues that include conversations with relatives and friends in the United States (14%) or from their country of origin (8%), neighbors (6%), civic groups (6%), and churches or communities of faith (3%) are a third source of knowledge of civic issues. Although government institutions are an important source of information about civic issues, it is not clear that it is a primary, secondary or even tertiary source of information relative to the latter sources.

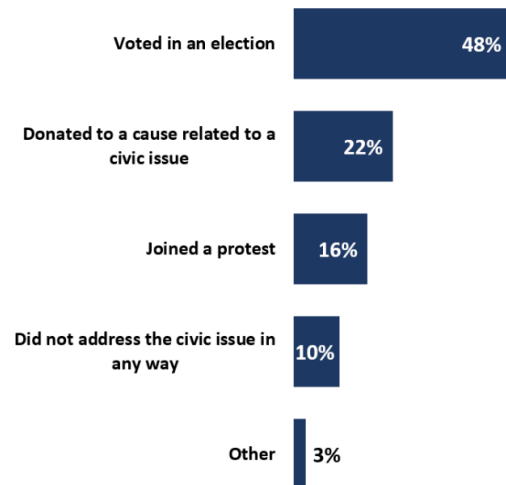
**Figure 8. How Respondents Learn About Civic Issues**



It is important to note that *El Show de Analeh* relies on civic leaders, including government officials, to explain key civic issues in Spanish. In a sense, *El Show de Analeh* is doing what government officials are unable to do through official government institutions. Over the years *El Show de Analeh* has become a source of government information about key civic issues.

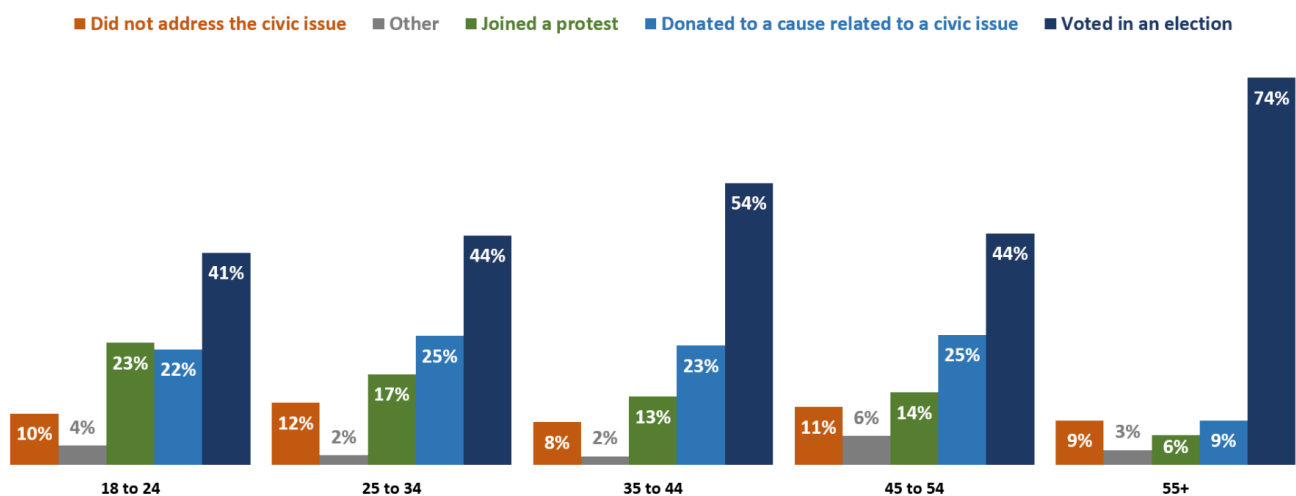
Most Latinos in the Greater Hartford Region are more likely to address civic issues in the polls (48%). A significantly smaller number of Latinos also address civic issues that concern them by making donations to a cause (22%) or by joining a protest (16%). Latinos are less likely to organize and make demands from governments (at various levels) to address civic issues of importance.

**Figure 9. How Respondents Addressed Civic Issues of Interest**



Both the survey and focus groups confirmed that different age groups preferred to address civic issues in different ways. For example, almost a quarter of younger (18-24) respondents preferred to address the civic issues that mattered to them through protests. This approach declined with older respondents. In contrast, voting became a preferred way for Latinos in the Greater Hartford Region to address civic issues as respondents became older. In fact, three quarters (74%) of respondents 55 and older indicated that they are more likely to address issues of civic concern through the polls. In contrast, with the exception of 55+ Latino respondents, about a quarter of all Latinos are likely to make donations to an organization to address a civic issue of importance. These findings are especially noteworthy because the overall Latino population in the state of Connecticut is pretty young.

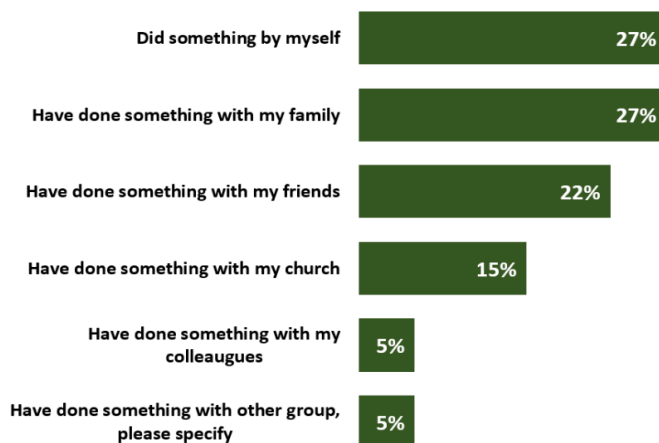
**Figure 10. How Respondents Addressed Civic Issues of Interest by Age Group**



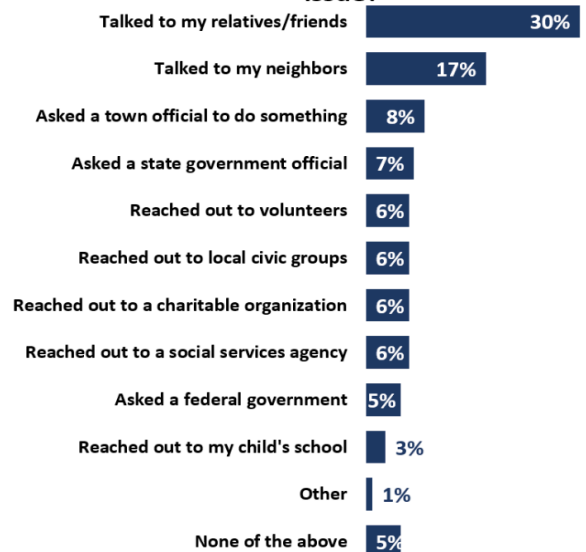
The focus groups revealed two important and related themes. First, despite the fact that Latinos are more likely to prefer to address civic issues of concern in the polls or through donations, they are also less likely to vote. In addition, we are facing an important moment in the history of Latinos in Connecticut, a moment when key Latino civic leaders are starting to retire and are not being replaced by younger generations. This lack of generational transition coupled with low voter turnout is likely to create a vacuum in the ability of Latinos to address civic issues of concern in the Greater Hartford Region.

Figure 11 suggests that more than two thirds (73%) of Latino respondents in the Greater Hartford Region are likely to address civic issues collectively or with others. In contrast, only 27% of Latino respondents address civic issues individually. Stated differently, Latino respondents are likely to approach civic issues in community or within their social circles. More specifically, Latino respondents are more likely to address civic issues with relatives and friends (30%) or neighbors (17%). Latino respondents were also less likely to talk to local (8%), state (7%), and federal (5%) government officials (see Figure 12).

**Figure 11. Did you address the civic issue/s on your own or with the group of your friends, family, colleagues, neighbors etc.?**



**Figure 12. Who did you turn to address a civic issue?**



## Impact of *El Show de Analeh* on Viewers

In a recent Pew Research Center report on the changing consumption of news, Elisa Shearer and others argue that while Americans are increasingly consuming their news from digital platforms, they still see value in local news outlets. Latino participants in our study affirmed this conclusion in multiple ways.<sup>2</sup>

They commented that cable television was too expensive, less accessible than digital sources, and *El Show de Analeh* was the only Latino program of its kind.

Few media personalities are simultaneously active in community projects. Ana Alfaro is treated as both a key community leader and as a trusted voice in media. This section examines the impact of *El Show de Analeh* on its viewers. We draw on both the survey and a focus group of viewers to better understand the impact of *El Show de Analeh* on viewers' opinions about civic engagement. Our overall findings also aligned with Pew Research Center research on this topic, namely that viewers still trust local journalists and TV shows over other platforms because they have a better pulse on civic issues that matter.<sup>3</sup>

Of the 412 Latino survey respondents, 74 or approximately 18%, answered that they had either watched at least one episode or were regular viewers of *El Show de Analeh* (see Figure 13a).<sup>4</sup> Given the declining TV viewership among Latinos, we were surprised that such a high percentage of Latinos in the Greater Hartford Region reported watching a cable-based television show.

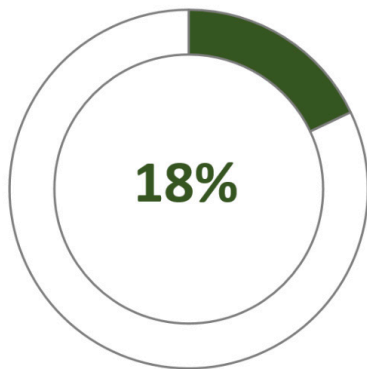
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2 Pew Research Center, May 2024, "Americas Changing Relationship with Local News." Accessed on June 8, 2025. Available at: <https://www.pewresearch.org/journalism/2024/05/07/americans-changing-relationship-with-local-news/>

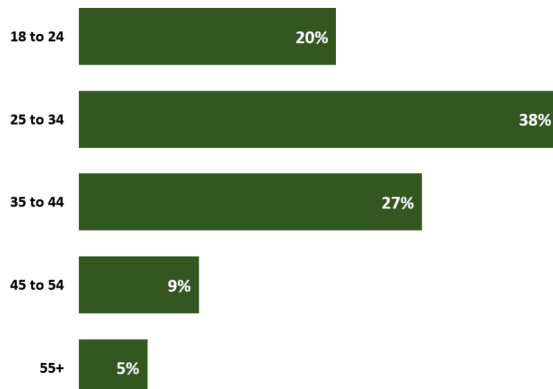
3 Ibid., p. 27.

4 It is important to note that while the sample size of viewers is pretty small and not statistically representative of the overall Latino population of the Greater Hartford Region, the opinions captured in the survey sometimes clashed with those in the focus groups. To this extent, the information gathered in the focus groups is a bit more reliable. However, we decided to include this sample in order to highlight some areas for future research.

**Figure 13a. Watched at Least One Episode the Show**



**Figure 13b. Watched at Least One Episode the Show by Age**



*El Show de Analeh* is produced as part of Univision and is primarily available via cable television. Seniors in various focus groups indicated that they could not afford to pay for cable television access. Most participants in focus groups agreed that digital platforms are their primary source of information. To this extent, the reach of *El Show de Analeh* has a limited reach and audience.

Student participants also expressed that they did not speak Spanish and that this show was more popular with their grandparents. Notwithstanding, *El Show de Analeh* continues to reach a fairly large audience. However, since 2022, *El Show de Analeh* has strengthened its digital presence through various digital platforms, including Facebook, its own webpage and a YouTube channel. Available evidence from the survey responses and the more recent focus groups suggests that *El Show de Analeh*'s digital presence may be expanding its audience.

When we examined these answers by age, we found that a majority of the survey respondents who indicated that they watched the show were younger and the viewership declined with age.

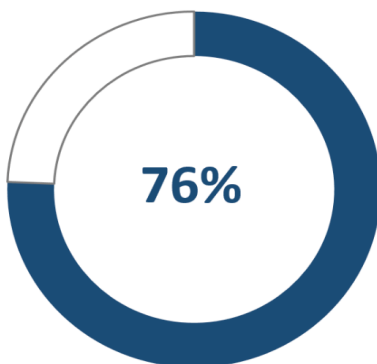


The latter findings are inconsistent with what we found in the focus groups. Our focus groups suggest that *El Show de Analeh* appeals to an older 45+ audience and younger viewers, who may not understand Spanish are less likely to view the show.

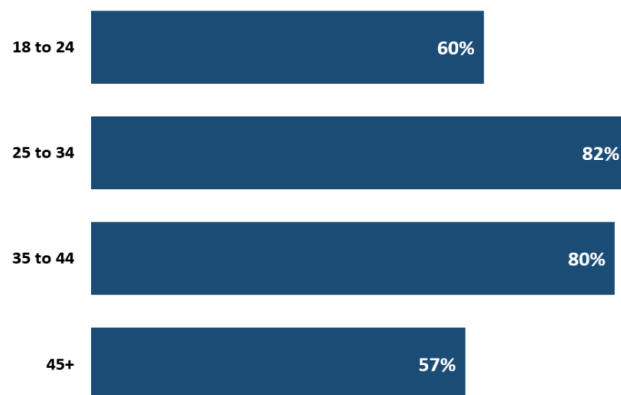
There are at least three possible explanations for the differences between the survey and focus group responses. A simple explanation may be that there was an over representation of younger respondents. However, another plausible explanation is that about halfway through the study, *El Show de Analeh* began to build their social media presence and made more of the content available to a wider audience. A third possible explanation is that the number of younger Spanish speaking viewers is growing in the Greater Hartford Region.

About two-thirds (76%) of survey respondents and virtually all focus group participants that watched one or more episodes of *El Show de Analeh* reported that they learned about civic issues important to them by watching the show.

**Figure 14a. Learned About Civic Issues Important to Them From Watching the Show**



**Figure 14b. Learned About Civic Issues Important to Them From Watching the Show by Age**



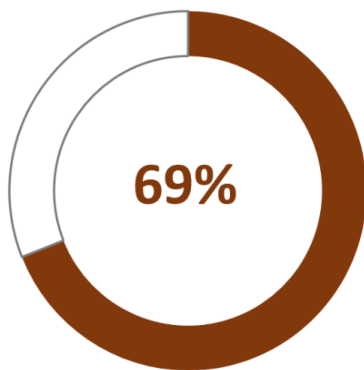
Focus group participants also remarked that they were introduced to political figures in *El Show de Analeh*. This opinion is especially important because most focus group participants commented that politicians often times are visible during campaigning season (in order to collect votes), but tend to disappear after. Several focus group participants suggested that *El Show de Analeh* gives elected officials (or politicians) a presence in their homes throughout the year.

As Figure 14b suggests, the majority of all Latino viewers across all age groups are likely to learn about civic issues important to them by watching the show. A general perception is that *El Show de Analeh* is more popular among Spanish speaking Latino viewers 45 and older. Our survey suggests that there is a growing younger cohort of viewers, 35-44 year olds.

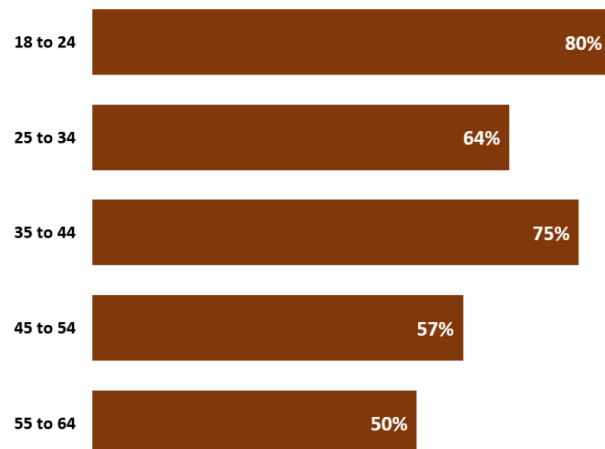
Students also noted that *El Show de Analeh* was more popular with their parents and grandparents. The shift in viewer's age group suggests a growing interest among younger Latinos in Spanish speaking discussions and education about civic issues.

Again, both the majority (69%) of survey respondents and participants in the focus groups reported that they learned something new about a civic issue in *El Show de Analeh* (see Figure 15a). a

**Figure 15a. Learned About New Civic Issues from Watching the Show**



**Figure 15b. Learned About New Civic Issues from Watching the Show**

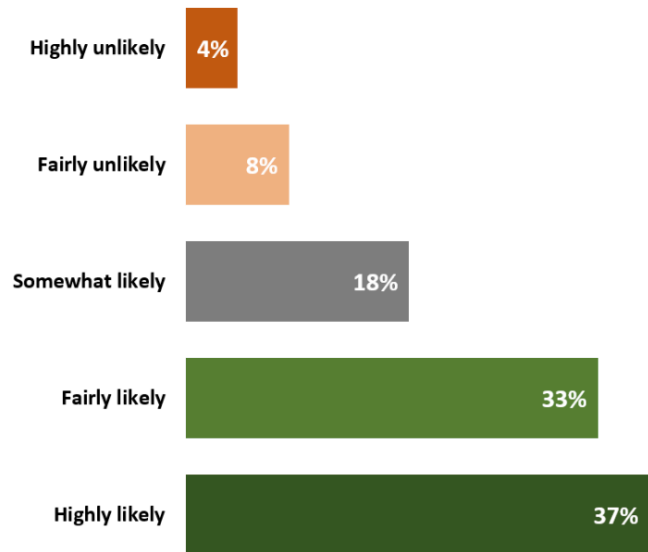


Likewise, with the exception of 55-64 year old survey respondents, all age groups reported that they learned something new about civic issues by watching *El Show de Analeh* (see Figure 15b).

Again, in contrast, focus group participants, with the exception of younger (18-24) participants reported that they learned something new civic issues by watching *El Show de Analeh*.

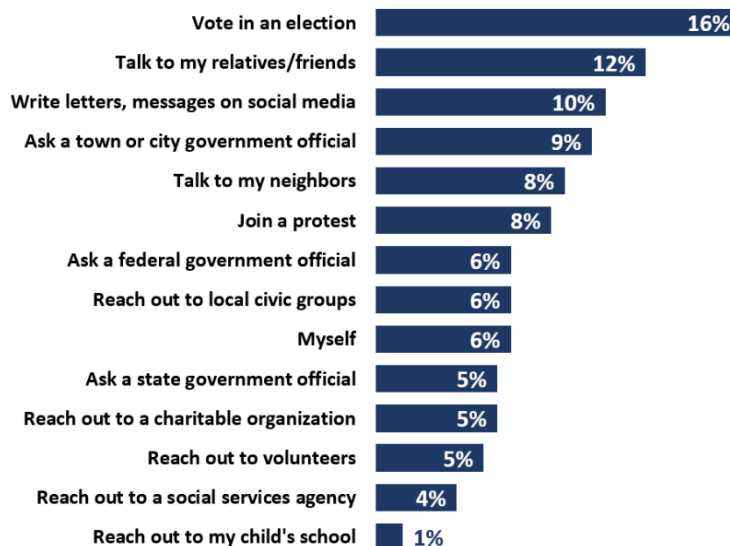
To varying degrees, a majority (88%) of survey respondents and focus group participants indicated that they were likely to address a civic issue after watching *El Show de Analeh* (see Figure 16).

**Figure 16. Likelihood of Dealing with Civic Issues After Watching the Show**



Most survey respondents and focus group participants stated that they planned to address civic issues that are important to them in multiple ways. Survey responses suggest that the top three ways that respondents plan to address civic issues that are important to them include voting (16%), talk to relatives or friends (12%), and write letters and messages in social media platforms (10%).

**Figure 17. Ways in Which Respondents Plan to Address Civic Issues After Watching the Show**



## Additional Findings and Recommendations

This report confirms earlier studies and findings conducted to evaluate *El Show de Analeh* impact on civic education and action of Latino viewers.

Overall, we found some tensions between focus group and survey responses. Unfortunately, our study was not designed to compare and contrast the responses between these two approaches to gathering information. Simply put, we were primarily trying to gauge the relationship between *El Show de Analeh*'s presentation of civic issues and opinions of potential viewers. However, the contradictions between these two approaches to studying the impact of Spanish language television in the civic engagement of Latinos in Connecticut creates interesting and important questions that should be studied with more focused methodologies.

## Demographic Challenges

A central challenge of this study is that the majority of survey respondents and focus group respondents were Puerto Rican. Due to the small number of Puerto Rican and Latino residents of the Greater Hartford region, it is difficult to gather a more representative demographic sample. We recommend a more focused and larger study that can analyze the impact of *El Show de Analeh* on various demographic groups along gender, age, nationality and class. This study should also incorporate a closer look at the relationship between the content of the programming and its impact on Latino viewers.

## Civic Engagement

The majority of Latinos who participated in our study are aware of at least one civic issue affecting them.

Latinos in the Greater Hartford Region are more likely to learn about civic issues from social media sources, then traditional media (TV, radio and print media), followed by civic organizations and government agencies being the less likely source of information. We recommend studying why government agencies are the least likely to inform Latinos of civic issues that are important to them.

Although Latino survey respondents and focus group participants identified voting as the most likely manner that they would address civic issues, Latino voter participation in Connecticut is pretty low. We recommend conducting a more focus study on the impact of Spanish language media on voter participation in Connecticut.

*El Show de Analeh* survey respondents also indicated that they are likely to donate to causes and organizations that address civic issues. We recommend a more in depth study on the economic power of Latino donations in the state of Connecticut.

Latino civic leaders are starting to retire, and it is not clear that younger Latinos are seeking to fill the gap created by these retirements. In contrast, more Puerto Rican and Latinos are seeking political office. Puerto Rican and Latino elected officials are in a position to become the key figures that can address civic issues Latinos in the Greater Hartford Region. We recommend studying the generational gap and the implications for future initiatives that foster civic engagement among Latinos in Connecticut.

## Impact of *El Show de Analeh* on Viewers

The shift to digital platforms has reduced traditional viewership of television. Many participants in our study indicated that digital platforms are more accessible at different times of the day, cheaper or free, and in some cases provide more options to gather more perspectives on civic issues than traditional television shows. We found that *El Show de Analeh* (Univision) is the only, Spanish language show available in Connecticut television that provides comprehensive content on civic engagement. In addition, *El Show de Analeh* significantly increased its presence in digital platforms by making its content available on the web. We also found that the viewership of *El Show de Analeh* (18%) is very high given the prevailing trends in TV viewership among Latinos.<sup>5</sup> Overall, our study suggests that Latino viewers highly trust the content of *El Show de Analeh*.

Unlike our focus group findings, survey data suggests that a younger cohort of viewers may be watching *El Show de Analeh* in larger numbers than what the students' focus group suggested. We recommend taking a closer look at age groups watching *El Show de Analeh*, other Spanish language shows, and Latino media in Connecticut more generally.

Overall, our study concludes that *El Show de Analeh* has a disproportionately positive impact on its viewers' awareness of civic engagement. This is a once weekly variety show that is primarily available on Saturdays in Univision. *El Show de Analeh* educates its viewers and encourages them to act on issues that are important to them.





## Where Did We Get This Information?

This report combines data gathered from six focus groups conducted between 2022 and 2025, and a survey of 412 Latino adults conducted between March 20 and April 20, 2025, in the Greater Hartford Region. Seventy-Four or about 18% of respondents had previously watched or are currently watching *El Show de Analeh*. The remaining respondents or 338 had not watched the show. This survey has a margin of error of 5.5%, some questions and subgroups of sample may have higher margin of error. This survey was conducted online through Qualtrics. No hard quotas were established for this research.

## About Our Funding

This report was part of a grant funded by the Hartford Foundation for Public Giving. The grant was awarded to *El Show de Analeh*, the San Juan Center, and Capital Community College.

## How To Cite This Report

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The Puerto Rican Studies Initiative for Community Engagement and Public Policy (PRSI) is a research initiative seeking to document and support Puerto Ricans' vital economic, intellectual, and cultural contributions to Connecticut and provide research-based support for the development of public policies addressing the needs of Puerto Ricans in the State of Connecticut.

For more information, please visit our website:

<https://puerto-rican-studies-initiative.clas.uconn.edu/>

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